



# CITY COUNCIL

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## Strategic Planning Committee

**Monday, July 15, 2013**  
**Meeting Report**

**Attending:** J. Waltman, Chair; F. Acosta, M. Goodman-Hinnershitz, D. Sterner, D. Reed, R. Corcoran, S. Marmarou

**Others Attending:** L. Kelleher, C. Snyder, C. Younger, E. Lloyd, V. Spencer

The meeting was called to order by Mr. Waltman.

Mr. Waltman suggested holding a leadership meeting this week to resolve the issues with Podio. Ms. Goodman-Hinnershitz and Ms. Snyder stated that a meeting is scheduled for this Thursday.

After reviewing the bullet points from June meeting and the draft agenda for the July 15<sup>th</sup> meeting, Mr. Waltman stated the main focus topics for the **August Finance Committee** are:

- 2014 budget
- LVT
- Act 47 Recovery Plan Amendment.

After reviewing the bullet points from the July meeting and reviewing the draft agenda for the August meeting, Mr. Waltman stated that the main topics for the **August Standards of Living Committee** topics are:

- Market Value Analysis Action Plan
- Gateway Initiatives - Update
- Council District tour
- UGI Meter Installation Update - installation of meters in historic districts and street cut program

After reviewing the bullet points from the July meeting and reviewing the draft agenda Mr. Waltman stated that the **August Economic Development Committee** topics are:

- Planning Report re upcoming development projects
- Presentation Reading Redevelopment Authority (Ms. Snyder to confirm with Mr. Mukerji)
- ED

- Properties (ED Map)
- Impacts re. taxation, fees, incentives, housing, marketing

The **September Economic Development Committee** topics are:

- Report from Mayor's Economic Development Work Group
- Main Street Committee Update
  - Vision for the downtown
  - Review of Committee Progress

Mr. Spencer stated that after receiving word from Allentown's Mayor it appears that State legislation to provide Neighborhood Improvement Zones to other 3<sup>rd</sup> Class Cities will be approved soon and will be fashioned to include Reading. The group discussed the need for Reading to position itself to successfully apply for this program.

Mr. Lloyd expressed the belief that the Act 47 Recovery Plan provides only short term solutions. He suggested that a new long term plan be developed.

Mr. Acosta stated that this Administration is now 1½ years old and he inquired when the Administration will be making progress on the Comp Plan or delivering other plans to improve Reading for Council to consider adopting.

Mr. Lloyd stated that the DCED grant for the Comp Plan is in place until June 2014. He stated that before work on the Comp Plan, which is a long term document, can begin, the Administration needs to draft a Strategic Plan. He distributed a handout "City of Reading Strategic Planning Framework" and explained that the Administration has adopted the ICMA's publication called "Strategic Planning for Local Government" which is a guide to developing a strategic plan. The handout contains five (5) goals.

Ms. Goodman-Hinnershitz expressed the belief that the goals in the document appear to be taken directly from the Mayor's 2011 Transition Plan.

The list of potential interviews for the August Nominations Committee was reviewed. Mr. Spencer objected as he has not interviewed all candidates included on the list.

Mr. Spencer also noted his objection to Mr. Anewalt's appointment to the Charter Board and the Charter Review Commission. Ms. Kelleher explained that Mr. Anewalt's Charter Board appointment resolution will be amended to change the effective date to the day after the Charter Review Commission submits their final report to Council.

Mr. Waltman asked the Committee Chairs to continue to meet with Ms. Snyder to define the agendas and discuss potential topics.

Mr. Waltman reminded Council to RSVP for the event at the Historical Society for Reutlingen Germany, Reading's German Sister City, scheduled for July 26<sup>th</sup>.

The meeting adjourned at approximately 7:08 pm.

*Respectfully Submitted by,  
Linda A. Kelleher CMC  
City Clerk*